

ORDER



Orders
Order / Rev: 699855
Alt Order #: 06235185
Product Desc: SHERROD BROWN/SENATE
Estimate:
Flight Dates: 10/30/12 - 11/05/12
Original Date / Rev: 08/23/12 / 08/23/12
Order Type: Political

WKYC

Primary AE: Joe Knauer
Sales Office: T-WAS
Sales Region: NAT

Agency Name: Shorr, Johnson, Magnus/POL
Buying Contact:
Billing Contact:
 1831 Chestnut St. #602
 Philadelphia, PA 19103

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Friends of Sherrod Brown
Demographic: A35+
Product Codes: PL-US Senate
Priority: P-2
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/05/12	77	\$111,800.00	\$95,030.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	77	\$111,800.00	\$95,030.00	0.00
Totals	77	\$111,800.00	\$95,030.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WKYC	19%	\$111,800.00
Market	100%	\$588,421.05

Competitive Share

	Share	Total
CABLE	0%	\$0.00
WBNX	1%	\$5,884.21
WEWS	36%	\$211,831.58
WJW	23%	\$135,336.84
WOIO	19%	\$111,800.00
WUAB	2%	\$11,768.42

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WKYC	10/30/12	11/02/12	M-F 430a-5a 430a News	CM	430a-5a	- TWTF - -	:30	4	\$175.00	P-2	0.00	NM	4	\$700.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	10/29/12	11/04/12	- TWTF - -		4		\$175.00		0.00					
2	WKYC	11/05/12	11/05/12	M-F 430a-5a 430a News	CM	430a-5a	M- - - - -	:30	1	\$175.00	P-2	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	11/05/12	11/11/12	M- - - - -		1		\$175.00		0.00					
3	WKYC	10/30/12	11/02/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	- TWTF - -	:30	8	\$650.00	P-2	0.00	NM	8	\$5,200.00
2X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					

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 Flight Dates: 10/30/12 - 11/05/12

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
3	WKYC	10/30/12	11/02/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	- TWTF--	:30	8	\$650.00	P-2	0.00	NM	8	\$5,200.00
2X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	- TWTF--	8		\$650.00		0.00						
4	WKYC	11/05/12	11/05/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	M-----	:30	2	\$650.00	P-2	0.00	NM	2	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	M-----	2		\$650.00		0.00						
5	WKYC	10/30/12	11/02/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	- TWTF--	:30	4	\$1,400.00	P-2	0.00	NM	4	\$5,600.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	- TWTF--	4		\$1,400.00		0.00						
6	WKYC	11/05/12	11/05/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	M-----	:30	1	\$1,400.00	P-2	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	M-----	1		\$1,400.00		0.00						
7	WKYC	10/30/12	11/02/12	M-F 7-9a Today Today Show	CM	7a-9a	- TWTF--	:30	16	\$1,400.00	P-2	0.00	NM	16	\$22,400.00
4X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	- TWTF--	16		\$1,400.00		0.00						
8	WKYC	11/05/12	11/05/12	M-F 7-9a Today Today Show	CM	7a-9a	M-----	:30	4	\$1,400.00	P-2	0.00	NM	4	\$5,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	M-----	4		\$1,400.00		0.00						
9	WKYC	10/30/12	11/02/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	- TWTF--	:30	4	\$2,400.00	P-2	0.00	NM	4	\$9,600.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	- TWTF--	4		\$2,400.00		0.00						
10	WKYC	11/05/12	11/05/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	M-----	:30	1	\$2,400.00	P-2	0.00	NM	1	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	M-----	1		\$2,400.00		0.00						
11	WKYC	10/30/12	11/02/12	M-F 7-730p Channel 3 News at 7P	CM	7-730p	- TWTF--	:30	4	\$2,400.00	P-2	0.00	NM	4	\$9,600.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	- TWTF--	4		\$2,400.00		0.00						
12	WKYC	11/05/12	11/05/12	M-F 7-730p Channel 3 News at 7P	CM	7-730p	M-----	:30	1	\$2,400.00	P-2	0.00	NM	1	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	M-----	1		\$2,400.00		0.00						
13	WKYC	11/03/12	11/04/12	EN (Sa-Su) Early News (Sa-Su)	CM	6P-7P Sa/Su (6:00 PM-6:30 PM)	-----SS	:30	2	\$2,400.00	P-2	0.00	NM	2	\$4,800.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-----SS	2		\$2,400.00		0.00						
14	WKYC	10/30/12	11/02/12	M-F 730-8p Entertainment Tonight	CM	730-8p	- TWTF--	:30	4	\$2,400.00	P-2	0.00	NM	4	\$9,600.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	- TWTF--	4		\$2,400.00		0.00						
15	WKYC	11/05/12	11/05/12	M-F 730-8p Entertainment Tonight	CM	730-8p	M-----	:30	1	\$2,400.00	P-2	0.00	NM	1	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	M-----	1		\$2,400.00		0.00						
16	WKYC	11/03/12	11/03/12		CM	7-8p	-----S-	:30	1	\$650.00	P-2	0.00	NM	1	\$650.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Sat 7-8p Sat 7-8p <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 -----S- 1 \$650.00 0.00															
N17	WKYC	10/30/12	11/04/12	LN (M-Su) Late News (M-Su)	CM	11P-1135P	-TWTFSS	:30	6	\$2,400.00	P-2	0.00	NM	6	\$14,400.00
1X PER DAY <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 -TWTFSS 6 \$2,400.00 0.00															
<u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Rtg</u> <u>Type</u> 1 WKYC 10/29/12-11/04/12 LN (M-Su) 11P-1135P -TWThFSaSu :30 (\$2,400.00) 0.00 NM See MG 17.7 [Prgm Change News airs late due to NFL]															
7	WKYC	10/29/12-11/04/12	Post NFL News	Various			--WTh--Su	:30		\$2,400.00		0.00	NM		
MG for 17.1 11/04															
18	WKYC	11/05/12	11/05/12	M-F 11-1135p Channel 3 News at 11p M-F	CM	11-1135p	M-----	:30	1	\$2,400.00	P-2	0.00	NM	1	\$2,400.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 11/05/12 11/11/12 M----- 1 \$2,400.00 0.00															
19	WKYC	10/30/12	11/02/12	Late Night Late Night w/Jimmy Fallon	CM	1237a-136a	-TWTF--	:30	4	\$475.00	P-2	0.00	NM	4	\$1,900.00
1X PER DAY <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 -TWTF-- 4 \$475.00 0.00															
20	WKYC	11/05/12	11/05/12	Late Night Late Night w/Jimmy Fallon	CM	1237a-136a	M-----	:30	1	\$475.00	P-2	0.00	NM	1	\$475.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 11/05/12 11/11/12 M----- 1 \$475.00 0.00															
21	WKYC	10/30/12	11/02/12	Tonight Show Tonight Show	CM	1135p-1237a	-TWTF--	:30	4	\$1,200.00	P-2	0.00	NM	4	\$4,800.00
1X PER DAY <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 -TWTF-- 4 \$1,200.00 0.00															
22	WKYC	11/05/12	11/05/12	Tonight Show Tonight Show	CM	1135p-1237a	M-----	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 11/05/12 11/11/12 M----- 1 \$1,200.00 0.00															
23	WKYC	11/03/12	11/03/12	Sat 9-1030a Channel 3 News 9am Sat	CM	9a-1030a	-----S-	:30	1	\$1,400.00	P-2	0.00	NM	1	\$1,400.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 -----S- 1 \$1,400.00 0.00															
24	WKYC	11/04/12	11/04/12	SUN TDY NBC Today Show (Su)	CM	8a-9a	-----S	:30	1	\$1,400.00	P-2	0.00	NM	1	\$1,400.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 -----S 1 \$1,400.00 0.00															
													Totals	77	\$111,800.00